

Amendments to the Claims:

1-13 canceled.

14. (withdrawn): A method of deriving a content signature for a content item, the content item comprising a digital watermark embedded therein, the digital watermark comprising at least an orientation component, said method comprising:

decoding the embedded digital watermark from the content item to retrieve the orientation component;

reorienting the content item based on the orientation component; and

deriving a content signature for the reoriented content item.

15. (withdrawn): The method of claim 14, wherein said reorienting comprises at least one of rotating the content item, scaling the content item and translating the content item.

16. (withdrawn): The method of claim 15, wherein the content item comprises one of audio, video and image data.

17-43. canceled.

44. (withdrawn): A method of returning a content item to a base state prior to deriving a signature of the content item, the content item comprising a digital watermark embedded therein, the digital watermark comprising at least an orientation component, said method comprising:

reading the digital watermark embedded in the content item to obtain the orientation component;

reorienting the content item based at least in part on the orientation component, wherein reorienting the content item returns the content item to the base state; and

determining a signature of the content item from the reoriented content item.

45. (withdrawn): The method of claim 44, further comprising:

comparing the signature to a predetermined signature; and

determining at least one of authenticity of the content item and identity of the content items through said comparing step.

46. (withdrawn): The method of claim 44, wherein said reorienting comprises at least one of scaling, rotating and translating the content item.

47. (withdrawn): A method to calculate a fingerprint of a media signal, wherein the media signal comprises a steganographic signal including an orientation component, said method comprising:

reading the media signal to obtain the orientation component;

determining at least one of a type of distortion and an amount of distortion based at least on the obtained orientation component;

adjusting the media signal to compensate for the determined distortion; and

calculating a fingerprint based on the adjusted media signal.

48. (currently amended): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving data corresponding to an image;

changing a geometric orientation of the data;

~~determining~~ calculating a plural-bit identifier from the attributes of the changed data;

interrogating a network resource with at least a sub-set of the plural-bit identifier ~~attributes~~ to identify metadata associated with the image; and

providing metadata associated with the image.

49. (previously presented): The method of claim 48, wherein the metadata comprises at least one of a URL, image, audio and video.

50. (previously presented): The method of claim 48, wherein changing a geometric orientation of the data comprises at least one of scaling, rotating and translating.

51. (previously presented): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving image data;
changing a geometric orientation of the image data;
interrogating a network resource through use of inherent attributes of the changed image data to identify metadata associated with the image data; and
providing identified metadata.

52. (previously presented): The method of claim 51, wherein changing a geometric orientation of the data comprises at least one of scaling, rotating and translating.

53. (previously presented): The method of claim 51, wherein the identified metadata comprises at least one of a URL, image, audio and video.

54. (currently amended): A method of linking an image to metadata contained in a network resource comprising:

receiving image data from a wireless device;
correcting for distortion in the received image data;
comparing inherent characteristics of the corrected image data to a plurality of image records, wherein each image record ~~records~~ includes at least image characteristics;
upon a successful match with an image record, identifying metadata associated with at least one of the image record and image data; and
providing identified metadata to the wireless device.

55. (previously presented): The method of claim 54, wherein the identified metadata comprises at least one of a URL, image, audio and video.

56. canceled.

57. (previously presented): The method of claim 54, wherein the wireless device comprises a wireless telephone.

58. (previously presented): The method of claim 48 wherein the image comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

59. (previously presented): The method of claim 51 wherein the image data comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

60. (currently amended): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining data corresponding to a media signal;

changing a geometric or alignment characteristic of the media signal;

~~determining~~ deriving a fingerprint or signature from ~~attributes of~~ the changed media signal;

interrogating a network resource with at least a sub-set of the fingerprint or signature ~~attributes~~ to identify metadata associated with the media signal; and

providing metadata associated with the media signal.

61. (previously presented): The method of claim 60 wherein the media signal comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

62. (previously presented): The method of claim 60, wherein the metadata comprises at least one of a URL, image, audio and video.

63. (previously presented): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining media;

changing a geometric orientation or alignment characteristic of the media;

interrogating a network resource through use of inherent attributes of the changed media to identify metadata associated with the media; and

providing identified metadata.

64. (previously presented): The method of claim 63 wherein the media comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

65. (previously presented): The method of claim 63, wherein the metadata comprises at least one of a URL, image, audio and video.

66. (new): A method of linking media to metadata contained in a network resource, said method comprising:

- obtaining media;
- correcting for distortion in the media;
- interrogating a network resource through use of attributes calculated or derived from the corrected media to identify metadata associated with the media; and
- providing identified metadata.

67. (new): The method of claim 66 wherein the media comprises a steganographic orientation component, and said correcting utilizes the steganographic orientation component.

68. (new): The method of claim 66 wherein the attributes comprise at least one of a hash, fingerprint and signature.